
By: **Prince George's County Delegation**
Introduced and read first time: February 9, 2001
Assigned to: Economic Matters

A BILL ENTITLED

1 AN ACT concerning

2 **Prince George's County - Alcoholic Beverages - Advertising Restrictions**
3 **PG 303-01**

4 FOR the purpose of prohibiting in Prince George's County a person from allowing the
5 placement of certain advertisements for alcoholic beverages in certain locations;
6 providing that this Act does not restrict certain advertisements; providing for
7 the application of this Act; declaring the intent of the General Assembly;
8 defining a certain term; authorizing the County Council and County Executive
9 of Prince George's County to adopt a certain ordinance; establishing a certain
10 penalty for a certain violation; and generally relating to restricting in Prince
11 George's County the placement of certain advertisements for alcoholic beverages
12 in certain locations under certain circumstances.

13 BY adding to
14 Article 2B - Alcoholic Beverages
15 Section 21-105.1
16 Annotated Code of Maryland
17 (1998 Replacement Volume and 2000 Supplement)

18 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF
19 MARYLAND, That the Laws of Maryland read as follows:

20 **Article 2B - Alcoholic Beverages**

21 21-105.1.

22 (A) THIS SECTION APPLIES ONLY IN PRINCE GEORGE'S COUNTY.

23 (B) IN THIS SECTION, "PUBLICLY VISIBLE LOCATION" INCLUDES AN OUTDOOR
24 BILLBOARD, AN OUTDOOR STRUCTURE, AN EXTERIOR SIDE OF A BUILDING, OR A
25 FREESTANDING SIGNBOARD.

26 (C) IT IS THE INTENT OF THE GENERAL ASSEMBLY UNDER THIS SECTION TO:

1 (1) PROMOTE THE WELFARE AND TEMPERANCE OF MINORS EXPOSED
2 TO ADVERTISEMENTS FOR ALCOHOLIC BEVERAGES PLACED IN PUBLICLY VISIBLE
3 LOCATIONS IN PRINCE GEORGE'S COUNTY; AND

4 (2) ESTABLISH LIMITS ON ADVERTISEMENTS FOR ALCOHOLIC
5 BEVERAGES IN PRINCE GEORGE'S COUNTY THAT DO NOT UNDULY BURDEN A
6 LICENSEE'S LEGITIMATE BUSINESS ACTIVITY OF SELLING ALCOHOLIC BEVERAGES
7 ON A RETAIL BASIS.

8 (D) (1) SUBJECT TO PARAGRAPH (2) OF THIS SUBSECTION, A PERSON MAY
9 NOT ALLOW THE PLACEMENT OF A SIGN, POSTER, PLACARD, DEVICE, OR GRAPHIC
10 DISPLAY ADVERTISING ALCOHOLIC BEVERAGES, OR OTHER FORM OF ADVERTISING
11 FOR ALCOHOLIC BEVERAGES, IN A PUBLICLY VISIBLE LOCATION.

12 (2) THIS SECTION DOES NOT RESTRICT:

13 (I) A PERSON FROM ALLOWING THE PLACEMENT OF A SIGN,
14 INCLUDING AN ADVERTISEMENT:

15 1. INSIDE LICENSED PREMISES;

16 2. ON A COMMERCIAL VEHICLE USED FOR TRANSPORTING
17 ALCOHOLIC BEVERAGES; OR

18 3. IN CONJUNCTION WITH A 1-DAY ALCOHOLIC BEVERAGES
19 LICENSE OR A TEMPORARY LICENSE GRANTED BY THE BOARD OF LICENSE
20 COMMISSIONERS;

21 (II) A SIGN THAT CONTAINS THE NAME OR SLOGAN OF THE
22 LICENSED PREMISES THAT HAS BEEN PLACED FOR THE PURPOSE OF IDENTIFYING
23 THE LICENSED PREMISES;

24 (III) EXCEPT FOR A BILLBOARD OR FREESTANDING SIGNBOARD, A
25 SIGN FOR WHICH ZONING BOARD APPROVAL IS REQUIRED;

26 (IV) A SIGN ON A MASS TRANSIT ADMINISTRATION VEHICLE OR A
27 TAXICAB;

28 (V) A SIGN ON PROPERTY OWNED, LEASED, OR OPERATED BY THE
29 MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION OR THE
30 MARYLAND STADIUM AUTHORITY; OR

31 (VI) A SIGN AT A FACILITY THAT OPERATES UNDER A LICENSE
32 ISSUED UNDER § 11-304 OF THE BUSINESS REGULATION ARTICLE.

33 (E) THE PRINCE GEORGE'S COUNTY COUNCIL AND COUNTY EXECUTIVE MAY
34 ADOPT AN ORDINANCE FURTHER RESTRICTING THE ADVERTISEMENT OF
35 ALCOHOLIC BEVERAGES, PROVIDED THAT THE ORDINANCE IS CONSISTENT WITH
36 THIS SECTION.

1 (F) A PERSON WHO VIOLATES THIS SECTION IS GUILTY OF A MISDEMEANOR
2 AND IS SUBJECT TO A FINE NOT EXCEEDING \$1,000.

3 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect
4 October 1, 2001.